

SUBJECT: 2009 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION**2009 MG Keith L. Ware Public Affairs Competition****Administrative Notes**

A. Point of Contact at Department of the Army is: MSG Amanda Glenn, (703) 697-7590, Amanda.Glenn@us.army.mil.

B. Major changes for Calendar Year 2009 are:

- (1) The focus of the MG K LW competition has expanded to become a comprehensive Public Affairs competition. This year, the Army's Community Relations Awards have been added.
- (2) All print entries are to be submitted electronically in PDF format for award consideration. ONLY electronic submissions will be processed. Broadcast submission procedures will be announced at a later date.
- (3) The entry form can be downloaded from the K LW website at <http://www.army.mil/klw/>. The form can be digitally signed or handwritten. Any entry forms that aren't signed will be disqualified. This entry form is for all categories: community relations, print and broadcast.
- (4) DMA civilians are not eligible to compete in the K LW competition as they are no longer DA civilians. Contact DMA POC, SFC Randy Randolph for more information at randy.randolph@afn.dma.mil or 703-602-4675.
- (5) Soldiers assigned to DMA are authorized to compete in the K LW competition in individual categories only.

SUBJECT: 2009 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION

- (6) Three new field/deployed broadcast categories have been added
- (7) Members of other federal or military services may NOT enter the Keith L. Ware competition.
- (8) IMCOM regions will submit their entries to IMCOM HQ. The top three winners from IMCOM HQ will be forwarded to the K LW competition. IMCOM regions will NOT submit directly to DA.
- (9) Judges will consist of distinguished CMF 46 senior NCOs, Officers and civilians in the PAO career field, as well as civilian media professions.
- (10) All entries will be submitted as a .pdf file of the page as it appeared when published. This includes newspaper submissions. Do not mail any newspapers.
- (11) FORSCOM, National Guard Bureau, Reserve Command and IMCOM may forward up to three entries for each category.
- (12) Submissions missing any required documentation will not be accepted for judging.
- (13) Story and photo/graphic submissions that only ran online must show the URL and date/time of the original posting. Submit the entire screenshot. The submission must have been published on a military Command Information site (ex: army.mil)
- (14) Command information contractors working in PAO positions are eligible to compete at the DA level only.

SUBJECT: 2009 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION


Table of Contents

Timeline	4
Eligibility	5
Awards	6
Entries & Judging	7
Contributors	8
Print Guidelines and Categories	11
Broadcast Guidelines and Categories	19
Appendix A. K LW Entry Form	30
Appendix B. Regional Commands	31

SUBJECT: 2009 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION

2009/10 Competition Timeline: Contest period Jan. 1 - Dec. 31, 2009

Oct, 2009 – SOP released to ASCC, ACOM and DRU POCs.

 **17, 2010** – ASC, ACC and DRU entries due at HQDA (Late arrivals subject to disqualification).

March 2010 – K LW judging at HQDA. First-place K LW winners submitted OASD (PA) for Thomas Jefferson competition.

Spring, 2010 – Journalists of the Year, Rising Stars and Kathy Canham-Ross winner(s) recognized at a ceremony at the Worldwide Public Affairs Symposium in Washington D.C. **Date: To Be Determined.**

April, 2010 – OASD (PA) conducts judging for Thomas Jefferson competition

May, 2010 – DOD Thomas Jefferson awards ceremony held at DINFOS.

Mandatory print submission date: Feb 13, 2009. If no issue was published on that date, enter the issue published the closest to it.

PLEASE NOTE: Above dates may change due to unforeseen circumstances.

SUBJECT: 2009 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION

**Department of the Army
Major General Keith L. Ware Public Affairs Competition
Standard Operating Procedure
January 1, 2009 through December 31, 2009**

The MG Keith L. Ware Public Affairs Competition recognizes military and civilian employees for excellence in furthering the objectives of the Department of the Army Public Affairs program. The Secretary of the Army sponsors this competition annually. The Office of the Chief of Public Affairs conducts judging to reward, inspire and recognize excellence from MOS-qualified Soldier and civilian Public Affairs practitioners who best represent the highest standards of the Army.

This Standard Operating Procedure aligns the Army's MG Keith L. Ware Public Affairs Competition and with the annual DOD Thomas Jefferson Awards Program as closely as possible, establishes criteria for the competitions and provides the Department of the Army with guidance for recognizing the most notable work of its Public Affairs practitioners. This year, the competition includes the Army's Community Relations Awards.

COMPETITION DATES: Materials for the competition are to have been published, aired or occurred between Jan. 1 and Dec. 31, 2009.

I. ELIGIBILITY

A. This year, awards will be given in **21** print, **25** broadcast and four community relations categories.

B. The competition is designed for the Career Management Field 46 series Soldiers and DA Public Affairs Civilians. Stringers and broadcast volunteers may also enter in specified categories. All work must be published, broadcast or occurred under the authority of AR 360-1, the Army Public Affairs Program, in order to compete. Contractors are eligible to compete in individual categories up to the DA level competition. No individual entries will be accepted from members of other services (or other federal agencies) in any categories.

C. Print "stringers" for a publication compete in categories M and N. Contribution by Stringer (Writer) & Contribution by Stringer (Photographer). Contractors are not considered stringers.

D. Personnel who PCS during the contest year may submit work from their last assignment through their new command. However, competitors can only submit an entry through one regional command. The work, in this case, means individual writing, photography, and broadcast stories, not publications.

E. Personnel assigned to Stars & Stripes are not eligible for this competition. However, work produced prior to or following a Stars & Stripes assignment of the contest year, is eligible for submission.

F. Army staff members of unified and specified command publications as well as joint-service publications may compete in all individual categories.

G. Army Reserve, National Guard and Reserve Officer Training Corps personnel are eligible to compete in all categories provided they meet category qualifications.

SUBJECT: 2009 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION

- (1) ROTC entries will be forwarded through Cadet Command to Mr. George Whitley. He can be reached at George.Whitley@usacc.army.mil or (757) 788-4590.
- (2) National Guard entries will be forwarded through the National Guard Bureau in Washington, D.C. to MSG Greg Rudl. MSG Rudl can be reached at greg.rudl@us.army.mil or 703.607.1261/2649.
- (3) U.S. Army Reserve entries will be forwarded through the U.S. Army Reserve Command at Fort McPherson, Georgia to Byron B. Martin. Mr. Martin can be reached at byron.martin@us.army.mil and byron.martin@usar.army.mil or 404.464.8489/DSN 367.8489.

H. The following items are not eligible for entry in the print competition: civilian enterprise guides and directories, yearbooks, cruise books, flagship publications, as well as publications and productions funded by non-appropriated funds.

I. Entries must be internally published under the authority of AR 360-1. The ONLY exception is content published under AR 25-30 in Soldiers Magazine, since it is intended for the total Army and published under the direct supervision of the Army Chief of Public Affairs.

J. All Soldiers must meet Army height and weight standards as stated in AR 600-9 and present a total, well-rounded, whole-Soldier concept reflecting the Army Core Values. Soldiers who do not meet these standards and expectations or are flagged at any time during the awards process up to the presentation, are not eligible to receive the award. Nominees must also be currently serving or working in the Career Management Field 46 series through the end of the calendar year (31 Dec 2009).

K. This competition is for Soldiers and Department of the Army Civilians only. Joint elements and other services are not eligible to compete.

II. AWARDS

A. First, second and third-place awardees in each category will receive plaques. Those stated as significant contributors and those receiving honorable mention will receive certificates. All Journalists of the Year, both "Rising Star" recipients and winner of the Kathy Canham-Ross award will receive trophies and certificates in an appropriate ceremony (TBD). OCPA's Resource Management Division will facilitate all funding requirements to purchase the awards.

B. OCPA will initiate the submission of appropriate medals for recipients of Journalists of the Year and "Rising Star" and Kathy Canham-Ross categories. Military awardees normally receive the Army Commendation Medal. Civilian awardees receive the Commander's Award for Civilian Service.

C. Significant contributors are limited to not more than five (5) individuals on the appropriate staff who consistently participate in the production of that product.

SUBJECT: 2009 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION**III. ENTRIES and JUDGING****A. Submissions**

- (1) With the exception of FORSCOM, IMCOM, NGB and USARC, all ACOMs, ASCCs, and DRUs may submit one first-place entry from the field in each (print) category directly to DA level. FORSCOM, IMCOM, NGB and USARC are authorized to submit three (3) entries in each category.
- (2) Print and broadcast entry packages will be sent with an annotated list of all entries for the DA-level competition.
- (3) No entry can be submitted through two different commands.
- (4) Deployed National Guard and Army Reserve Soldiers should enter their individual work through their respective commands, not FORSCOM.

B. Judging and Forwarding of Entries

- (1) All applicants must initially submit entries through their ASCC, ACOM or DRU POC. Entries will be judged and winning entries will be forwarded to the Department of the Army. All submissions to DA must arrive by Feb. 17, 2010.
- (2) Print and broadcast entries must be authorized products produced for Command Information purposes that are published or broadcast during the contest time period. No part of any product entered may be entered again in subsequent MG Keith L. Ware competitions.
- (3) ACOM, ASCC and DRU POCs will upload print and community relations entries to the PA Portal on AKO:
https://www.us.army.mil/suite/collaboration/folder_V.do?foid=14231381&load=true
Broadcast submission procedures will be announced in Jan, 2010.
- (4) ACOM, ASCC and DRU POCs should conduct judging using the same procedures and criteria as HQDA to include using professionals from the civilian media and academia.

C. Entry Forms

- (1) All entries must use the official DA-produced Keith L. Ware entry form for each respective category (<http://www.army.mil/klw/>).
- (2) Names will appear on plaques and certificates as they appear on the entry forms. In an effort to avoid mistakes, all names and unit designations should be typed and spelled out. Do not use nicknames or abbreviated unit designations that require interpretation.

Note: *Any changes in plaque engravings that result from errors on entry forms are the responsibility of the command that made the error. Errors that result from DA competition*

SUBJECT: 2009 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION

facilitators misreading the entry forms will be the responsibility of DA. Errors made by the awards contractor will be the responsibility of that business.

- (3) Before any entry is disqualified, facilitators will contact the respective POC to attempt to resolve the issue. If issues cannot be resolved the week prior to judging, the entry will not be evaluated.

D. Judging

- (1) Judges will consist of distinguished CMF 46 Senior NCOs, officers and civilians in the Public Affairs career field, as well as civilian media professionals from private industry and academia, government employees and military retirees. Entries will be judged on overall professional excellence. Scoring will be conducted using a 1 through 6 grading system with 6 being the highest and 1 being the lowest score.
- (2) No ties are allowed, although more than one honorable mention may be awarded.
- (3) Judges retain discretion to not award an entry if it does not meet standards.
- (4) Judges' decisions are reviewed by the Chief of Public Affairs which is the final approving and release authority.

E. Required Submission Documents and Judging criteria/grading sheets

- (1.) Examples of all required documents can be found on the micro site:
<http://www.army.mil/klw/>
- (2) Judging criteria and DA grading sheets are posted to the KLV micro site. Command POCs are encouraged to use these for their internal competitions.
<http://www.army.mil/klw/>

F. After the Judging

Following the competition, winners will be announced as soon as possible, plaques and certificates prepared, and those first-place entries in categories aligned with DOD's SOP will be forwarded to represent the Army in the 2009 Thomas Jefferson Awards competition. Upon completion and final inspection of all awards, the company contracted for the awards will mail them to the respective ACOM, ASCC and DRU POCs to forward to entrants who placed in the competition.

IV. CONTRIBUTORS**A. Primary Contributor**

This recognition is set up for an individual or a unit. For example, the publication categories awards belong to the organization and become part of the unit history.

SUBJECT: 2009 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION**B. Significant Contributors**

- (1) Newspapers and television/radio shows often are produced through a group effort via staff members, or regular contributors, who made important contributions to the overall product. Significant contributors are limited to individuals on the appropriate staff who consistently participate in the production of that product. Significant contributors are limited to five (5) individuals.

C. Members of Other Services

- (1) Members of other services or civilians in DoD/joint commands may NOT enter the Keith L. Ware competition.

V. GENERAL COMMUNITY RELATIONS GUIDELINES

The Community Relations Awards recognize outstanding community relations achievements of public affairs specialists Army-wide. All Army public affairs, community relations officers, public affairs specialists, noncommissioned officers and Soldiers assigned to the Public Affairs program are eligible to take part in this program and are actively encouraged to do so.

- (1) All submissions will be electronically posted to the PA Portal.
- (2) All entrants must use the K LW entry form.

VI. COMMUNITY RELATIONS CATEGORIES**A. Individual Achievement Category**

1. Packet should include:
 - a. Letter of endorsement from higher headquarters.
 - b. Table of contents
 - c. Name, position, duty description Individual being nominated.
 - d. Justification – In two pages or less, “What were the individual's specific contributions to Army Community Relations Outreach during CY 2008. (Judging Criteria will be posted to the micro site: <http://www.army.mil/klw/>). Include the following:

1. Research (Core criteria) – Describe the formal and informal research methods used to develop program. Describe the research, planning, implementation, results of stated short / long-term goals for project, based on your research –using separate tabs for each.

2. Planning – List objectives, tactics, techniques, procedures, and results of project, including information about budget and resources allocated. State Strategic Communication messages clearly.

3. Implementation – Provide details on the execution of the program.

SUBJECT: 2009 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION

4. **Evaluation** – Provide documentation on how project contributed to Army's COMREL outreach objectives, and document evidence of its success and document achievement of stated project goals.

e. Recommendation from supervisor to include supervisor's e-mail address, telephone and fax numbers.

f. Provide support documentation for each nomination.

g. Entries may be supported with internal/external, print and electronic media accounts, copies of awards for Community Relations outreach activities that are earned during Calendar Year 2008, and relevant feedback that mentions the program by name.

B. Program Category

1. Letter of endorsement from higher headquarters.
2. Table of contents
3. Research (Core criteria) – Describe the formal and informal, research methods used to develop program. Describe the research, planning, implementation, results of stated short / long-term goals for project, based on your research –using separate pages for each.
4. Planning – List objectives, tactics, techniques, procedures, results of project, including information about budget and resources allocated. State Strategic Communication messages clearly.
5. Implementation – Provide details on the execution of the program.
6. Evaluation – Provide documentation on how project contributed to Army's COMREL outreach objectives, and document evidence of its success and document achievement of stated project goals.
7. Recommendation from project supervisor to include supervisor's e-mail address, telephone and fax numbers.
8. Provide support documentation for each nomination.
9. Entries may be supported with internal/external, print and electronic media accounts, copies of awards for Community Relations outreach activities that are earned during Calendar Year 2008, and relevant feedback that mentions the program by name.

C. Special Event Category

1. Letter of endorsement from higher headquarters.
2. Table of contents.
3. Research (Core criteria) – Describe the formal and informal research methods used to develop the event. Describe the research, planning, implementation, results of stated short and long-term goals for project based on your research, using separate pages for each section.
4. Planning – List objectives, tactics, techniques, procedures, and results of project, including information about budget and resources allocated. State Strategic Communication messages clearly.
5. Implementation – Provide details on execution of Special Event.
6. Evaluation – Provide documentation how project contributed to COMREL outreach objectives and document evidence of its success and achievement of stated project goals.
7. Recommendation from project supervisor to include supervisor's e-mail

SUBJECT: 2009 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION

address, telephone and fax numbers.

8. Provide support documentation for each nomination.
9. Entries may be supported with internal/external, print and electronic media accounts, copies of awards for Community Relations outreach activities that are earned during Calendar Year 2008, and relevant feedback that mentions the event by name.

D. Kathy Canham-Ross Award: This award is presented to an Army organization or an individual to recognize extraordinary COMREL contributions. This special award is named after Kathy Canham Ross, a consummate Army Public Affairs Officer for 30 years, who set a standard of professionalism as the director of OCPA-Los Angeles, for others to emulate. The first place winners in each of the categories above will compete head-to-head with the winner receiving the Kathy Canham-Ross Award.

SUBJECT: 2009 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION**VI. GENERAL PRINT PRESENTATION GUIDELINES**

These guidelines apply to the individual writing, photography, illustrative art categories, "Rising Star" for Outstanding New Writer, and Journalist of the Year categories.

- (1) All print submissions will be as a .pdf file of the entire publication or of the entire page that the article/photos/graphic. Do not Delete anything.
- (2) Articles will be bylined. Articles with dual bylines are not eligible.
- (3) All entries must have been published in Command Information products, except where otherwise cited under the provisions of AR 360-1.
- (4) Package all newspapers in a single .pdf document. Do NOT submit each page as a separate .pdf.

VI. PRINT MEDIA CATEGORIES

Category A: Metro-Format Newspapers. (UNIT AWARD) Otherwise known as Broadsheets.

Category B: Tabloid-Format Newspapers. (UNIT AWARD) Newspapers smaller than metro and larger than newsletters.

Category C: Magazine-Format Publication. (UNIT AWARD) Publications designed and bound like magazines. Entries must meet the following industry-standard requirements as follows: smaller-than-tabloid size; single-theme photo or art cover; saddle-stitched (staples through the center from the back, clinched in the fold); and a table of contents on the inside.

Category D: Newsletter/Field Newspapers. (UNIT AWARD) This category recognizes those units that publish newspapers during a projected time period or during an operation under "field conditions" or in combat operations for an unknown time. The headquarters over the exercise or operation is the final decision authority on the entry forwarded to the DA. In the case of ongoing deployments, regional commands are free to evaluate as many rotational issues as they see fit to choose the best issue. Only one field newspaper in this category per regional command may be forwarded to the DA-level competition. Newspapers produced in indefinitely deployed areas – five years or more – such as Bosnia, Kosovo and Kuwait, should enter their newspaper under the appropriate A-D categories.

Summer Camp publications such as those special issues published by a Reserve Officer Training Corps unit during Summer Camp training may also be entered into this category.

U.S. Army Reserve or National Guard publications published during active-duty training are also included in this category.

Guidance for Categories A, B, C & D:

- (1) Editors must submit two publications: the mandatory newspaper publication date posted on the DINFOS Web site (**Feb 13, 2009**) and an "editor's choice" entry. For

SUBJECT: 2009 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION

editor's choice, any publication that falls within the contest year can be entered. The submitted publications must have been printed in 2009. An electronic version of each entry must be submitted as a single PDF file. Do not send hard copies.

- (2) Along with the publication entry, submit electronically a one-page internal information outline. At a minimum, this document must describe audience demographics and strategies for providing pertinent information. For example, the information requirements for a recruiting battalion differ greatly from the information needs of a maintenance depot manned primarily by DA civilians. (See the K LW micro site <http://www.army.mil/klw/> for an example)
- (3) Publication entries must be published in a command information product under the provisions of AR 360-1.
- (4) Entries that violate Army Command Information guidance are not eligible to compete. For example, publications will automatically be disqualified for not capitalizing the "S" when referencing U.S. Soldiers, using commercial wire copy without a DA waiver or if the publication masthead is not in compliance with AR 360-1. If a special style guide or publication SOP was produced, it should be included in the entry package. This is for background information only; it will not be judged.
- (5) Publications belong to the sponsoring regional command, even when that deployment is over. Units deployed with a stated return date must submit that field publication to the regional command they are or were supporting rather than their permanent regional command.
- (6) Submit a mission statement for the newspaper with entry. This should not be a unit mission statement, rather a dialogue by the editor explaining information philosophy. (See the K LW micro site <http://www.army.mil/klw/> for an example)

CATEGORY E: Special Achievement in Print Media. (UNIT AWARD) This is an open category for information products such as internal information pamphlets, special anniversary editions, commemoration issues, welcome issues, etc.

Note: *This category ends at the DA level.*

Entry packet will include a letter explaining the intent of the product signed by the PAO. Judges will look for standing heads and other indications of continuity. If applicable, the results can also be noted. For example a pamphlet on re-enlistment and retention might be packaged with a letter from the post retention NCO stating that division re-enlistment went up 15 percent as a result of this campaign.

- (1) Send an electronic version of each product entry in PDF format.
- (2) Publication entries must be published under the provisions of AR 360-1.
- (3) Civilian enterprise post guides are not eligible to compete in this category.

SUBJECT: 2009 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION

CATEGORY F: Web-based Publication. (UNIT AWARD) An Internet or an intranet publication hosted on a military Internet domain (.mil) that presents news and information to a primarily internal audience. This is NOT simply reposting of a printed publication.

- (1) Content must be produced primarily by Army public affairs personnel with overall management of the site/publication and release authority residing within the Army. This includes regional /operational command (joint or service specific), installation and unit Web sites/publications.
- (2) The publications must conform to Army internal information, security review and Web instructions and regulations.
- (3) The publication must have been in existence for a minimum of three months during the program year and must be updated on a regular schedule (for example, daily, weekly, etc.).
- (4) The publication will be judged as it exists on the date the judging takes place.
- (5) Only units may enter this category.
- (6) Units must provide the publication URL and any necessary logon information.

Category G: News Article. (INDIVIDUAL AWARD) News article entries may be straight news or news features, but features should contain sufficient news elements to be competitive.

Category H: Feature Article. (INDIVIDUAL AWARD) Feature stories are less perishable and usually have a human-interest angle. They are written to entertain, although they may be informative as well. News and sports features are not eligible for the feature article category.

Category I: Commentary. (INDIVIDUAL AWARD) This category includes regularly published columns, personal opinion, observations and other opinion-type text.

Category J: Sports Article. (INDIVIDUAL AWARD) Sports articles may include straight news sports stories or sports features, but features should contain sufficient news elements to be competitive.

Category K: Story Series. (INDIVIDUAL AWARD) Entries must include two or more feature or news analysis articles dealing with a common topic. The articles must be clearly identified in the original publication as parts of a defined series of articles which appear sequentially in two or more editions of the publication. Entries will follow the same specifications as provided for categories E through H, except that entries may also be submitted as a unit award where more than one individual has contributed to the series. All stories in the series must be submitted.

Additional Specifications for Categories G, H, I, J and K

- (1) Submit a pdf file of the entire page(s) the story ran.

SUBJECT: 2009 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION

- (2) Articles published in field newspapers may be submitted in individual categories. These individual entries will be entered through the permanent regional command. For example, a National Guard Soldier working on an ARCENT funded publication in Iraq or Afghanistan will submit individual entries through the National Guard Bureau; Army Reservists through the Army Reserve.

Category L: Stand-alone Photograph. (INDIVIDUAL AWARD) Entry must be either a single photo in support of a story or a stand-alone photograph. Photos from a picture page, double-truck, calendar or front-page teaser box are not eligible. Cutlines and catchlines accompanying the photograph must be submitted and will be used in the judging criteria.

Category M: Photojournalism. (INDIVIDUAL AWARD) Two or more photos with a story are the minimum needed to submit.

- (1) Only those photographs with cutlines and story by the same person are eligible. The complete body of work will be judged.
- (2) No dual credits on picture pages or double trucks.
- (3) Do not send original photographs.
- (4) Photos cannot have been submitted in another category.

Note: *Army journalists are also encouraged to compete in the DOD Military Photographer of the Year competition under the Visual Information Awards Program. Contact the program manager at milphog@dinfos.osd.mil for more information and refer to the rules and regulations concerning this program at <http://events.dinfos.osd.mil/viap/>.*

Category N: Art/Graphics in Support of a Publication. (INDIVIDUAL AWARD) Staff-produced art/graphics that may be computer-generated or produced through traditional means, to include drawing, painting, or air-brushed art that supports a story or a theme (includes cartoon art). The supported story must be submitted, but will not be judged. The artwork should either enhance, make statistics easier to understand, inform, build morale, etc.

Note: *Artists and Visual Graphics personnel are also encouraged to enter the DOD Military Graphic Artist of the Year competition under the Visual Information Awards Program. Contact the program manager at milgraph@dinfos.osd.mil for more information and refer to the rules and regulations concerning this program at <http://events.dinfos.osd.mil/viap/>.*

Category O: Contribution by Stringer (Writer). (INDIVIDUAL AWARD) This entry will consist of one story written by the entrant from one of the four writing categories.

Category P: Contribution by Stringer (Photographer). (INDIVIDUAL AWARD) This entry will consist of a stand-alone photograph. All photos must include folio lines, photo credit and cutline.

SUBJECT: 2009 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION**Category Q: “Rising Star” award for Outstanding New Writer. (INDIVIDUAL AWARD)**

This one-time award recognizes enlisted Army personnel who have 24 months or less working in the 46 Career Management Field. Only ranks of Staff Sergeant and below are eligible.

Note: *Soldiers entering the “Rising Star” category cannot enter the Military Journalist of the Year competition during the same contest year.*

Category R: Paul D. Savanuck Military Journalist of the Year (INDIVIDUAL AWARD)

The Paul D. Savanuck Military Print Journalist of the Year award recognizes the Soldier-journalist who best exemplifies Army print journalism. This one-time award is named in honor of Staff Sergeant Paul D. Savanuck, who was killed in Vietnam in 1969 while working for the Pacific Stars and Stripes.

Category S: Moss-Holland Civilian Journalist of the Year (INDIVIDUAL AWARD)

The Moss-Holland Civilian Print Journalist of the Year award recognizes the civilian journalist who best exemplifies Army print journalism. The one-time award is named in honor of John Moss and Peggy Holland, two civilian print journalists who worked for the Oklahoma City Recruiting Battalion and were killed in the 1995 bombing of the Murrah Federal Office Building in Oklahoma City, Oklahoma.

Additional Specifications for Categories P, Q and R: Rising Star and Print Journalists of the Year

- (1) Competitors must be full-time practicing journalists or photojournalists assigned, attached or writing for a publication authorized under AR 360-1 through Dec 31, 2009.
- (2) Staff sergeants & GS-12/YA-02s and below are eligible.
- (3) Individuals who have previously won a DA-level print Journalist of the Year competition cannot compete in the same category in subsequent competitions. They may compete in other Journalist of the Year categories and all other individual and unit categories.
- (4) Individuals must be nominated by their public affairs officer. The nomination letter must include verification that any nominated Soldier meets the height and weight standards as prescribed in AR 600-9 and reflects the Army Core Values. Soldiers who do not meet these standards or are flagged at any time during the awards process up to the presentation date will not be eligible to receive the award. Nominees must also be currently serving or working in the active-duty Army, Army Reserve, or the National Guard through Dec 31, 2009.
- (5) Nominees must clearly exceed prescribed standards in all areas, including reporting and writing abilities, military bearing (Soldiers only), highest moral and ethical character, and conduct. The nomination letter must discuss the whole person concept, not simply technical expertise.
- (7) The entry must include the following:

SUBJECT: 2009 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION

- a. A letter of nomination with regional command endorsement (See related example in Keith L. Ware AKO link <http://www.army.mil/klw/>)
- b. An official digital photo, head and waist-up in JPG format. Civilians must submit a head and shoulders color photo. Soldiers must wear class A uniform unless deployed. If deployed, nominee would wear duty uniform.
- c. A one-page biography of the nominee written in third person, chronological order with current position and recent accomplishments listed first.
- e. The entry, including entry form, will consist of five different examples of work by the same writer. The five articles must include at least one story from three of the four individual writing categories, for example, two sports stories, two news stories and one commentary.
- f. All Rising Star and JOY first-place winners will receive trophies from the Office of the Chief of Public Affairs in an appropriate ceremony (TBD). Additionally, OCPA will submit military and civilian medals commensurate with the accomplishment with the Chief of Public Affairs making determination as described earlier under "Awards" section.

CATEGORY T: Outstanding Initiatives in New Media. (UNIT AWARD) This new Command Information category recognizes the Public Affairs individual or office making outstanding contributions in the realm of new media; social media sites (such as You Tube, Flickr and Facebook), and other outreach efforts aimed specifically at communicating Army themes, message or passing information to the on-line community. Examples include launching a new community initiative via YouTube; starting a commander's blog; or using social networking sites such as Flickr and Facebook to achieve communication objectives.

- (1) Entry must include a background paper outlining how the new media initiative accomplished local installation strategic objectives. Successful entries will include short and long- term objectives, target audiences or communities, and if applicable, how the new media outreach was paired with traditional media outreach, or why it was preferable to traditional outreach methods and why that particular product/medium was the best choice for distribution and the audience likes and dislikes. Background paper should also include the URL or web address for the product.
- (2) Describe specific content available on that site. Example: If submitting a successfully produced Facebook "fan" page, please include what content was offered on the site (videos, photos, particular messages) and if applicable, how your community responded (tags, links, and page messages).
- (3) All entries (where applicable) must be viewable via URL addresses, which must be provided along with a screen shot of the site or product entered. Social media accounts and blogs must have a working URL address in order to be judged. Content that was posted and then removed will not qualify.

SUBJECT: 2009 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION

- (4) All submissions should support local command initiatives and Army communications.
- (5) Entries must represent official command or unit content. Personal social networking sites are not eligible.

CATEGORY U: Outstanding Command Blogs (UNIT AWARD) This new Command Information category recognizes the Public Affairs individual or office making outstanding contributions in the realm of new media with a command blog aimed specifically at communicating Army themes, message or passing information to the on-line community.

- (1) Entry must include a background paper outlining how the blog site accomplished local installation strategic objectives. Successful entries will include short and long-term objectives, target audiences or communities, and if applicable, how the new media outreach was paired with traditional media outreach, or why it was preferable to traditional outreach methods and why that particular product/medium was the best choice for distribution and the audience likes and dislikes. Background paper should also include the URL or web address for the product.
- (2) Entry must include three posts, each from a different month. Background paper should include URL/web address for each site.
- (3) All entries (where applicable) must be viewable via URL addresses, which must be provided along with a screen shot of the site or product entered. Social media accounts and blogs must have a working URL address in order to be judged. Content that was posted and then removed will not qualify.
- (4) All submissions should support local command initiatives and Army communications.
- (5) Entries must represent official command or unit content. Personal social networking sites are not eligible.
- (6) Entries must represent official command or unit content. Personal social networking sites are not eligible.

SUBJECT: 2009 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION**IX. BROADCAST CATEGORIES****A. Submission Guidelines**

- (1) Submission information will be published in January 2010.
- (2) No product may be submitted in more than one category, except for categories N through Q (BJOY and rising Star categories).
- (3) The use of non-military facilities for production is authorized, as long as the production is conducted by eligible personnel (in accordance with section III of this SOP).
- (4) Entrants must forward submissions through ACOM, ASCC or DRU POCs for judging. Direct submissions to the DA from subordinate units, installations and/or individuals will be deemed ineligible
- (5) Number of entries: FORSCOM, National Guard Bureau and Reserve Command may forward up to three entries for categories A-Q & V-Y, two for categories S, T and U. All other Army Commands may forward one entries for all categories.

X. JUDGING**A. Judging Standards**

Entries must meet the highest standards of production, execution and professional excellence, while contributing to the Command Information objectives of the Army. Entries will be judged for their technical excellence, creativity, originality and overall support of Army and Command Information themes and objectives.

IX. PACKAGING BROADCAST ENTRIES**A. Guidelines for Parent Organizations**

- (1) Entries must be received at HQDA by Feb. 17, 2009. Late submissions, direct submissions from subordinate units, installations and individuals, as well as submissions that do not have the required documentation will not be judged.
- (2) Submission directions will be publicized in January 2010.
- (3) Each command must enclose a transmittal letter with its submission package. An example of the transmittal letter can be found on the K LW micro site. <http://www.army.mil/klw/>. The letter must include each entry's category, title and primary contributor. Command POC must write "No entry" next to any category for which there is no submission. The transmittal letter must also identify the Army Command point of contact, including phone number and e-mail address. Entries that

SUBJECT: 2009 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION

are not accompanied by a transmittal letter signed by the command POC will not be accepted for judging.

- (4) Command POC's will ensure the official Keith L. Ware entry form accompanies each product entered. They will also ensure all additional paperwork required for each entry submitted (i.e. font information, story leads, additional paperwork required for categories P - S) is also included with the entry form for that entry. Any submission not accompanied by the official KLV entry form will not be included in judging.
- (5) Include all entry forms, required forms and the letter of transmittal when submitting.
- (6) All entries that use commercial music must conform to U.S. copyright laws. Submissions that use commercially produced music must include written copyright authorization from the production company that generated the material. The same applies to commercially produced video and graphics. Exception to this requirement is the Soldiers Media Center as those permissions have already been granted via purchase contracts.

XII. AUDIO SUBMISSIONS

- (1) Submission procedures will be announced at a later date.
- (2) Each audio entry must have the following elements in order:
 - a) Audio slug. The audio slug will include the title of the entry, the name of the primary contributor, the target audience and total run time of the entry.
 - b) Two seconds of silence.
 - c) The anchor lead (as indicated in the individual category submission instructions).**
 - d) One second of silence.
 - e) The entry.

XIII. VIDEO SUBMISSIONS

- (1) Submission procedures will be announced at a later date.
- (2) Audio will be mixed down for all entries.
- (3) Each entry must have the following elements in order:
 - a) Ten second slate including the lead and tag (for Categories J – L).
 - b) Two seconds of black.
 - c) The entry.

SUBJECT: 2009 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION

- (4) Entries should be “as played” versions including required fonts and graphics. Font information will be added to the ten second lead/tag slate for those entries that no longer have the information on the product itself.
- (5) Media files must be saved using Quicktime and an Avid codec (DV) where possible. Quicktime’s “Animation” preset is an acceptable alternative. Frame size should be kept at the broadcast standard 720 x 480. Quicktime with H.264 compression is preferred, but not required.
- (6) Television News Report, Television Feature Report and Television Sports Report (categories J, K and L) entries should be “as aired” copies that include downstream fonts and graphics when possible.

XIV. BROADCAST CATEGORIES**Category A: Radio Entertainment Program (Individual Category)**

- (1) Entry will be a disc jockey program, and may either be a special or a regularly scheduled program.
- (2) Entry will be telescoped to the disc-jockey’s voice and only those elements that are unique to the program (air-checks), eliminating pre-produced spots, and non-local elements.
- (3) Entry will be less than 15:00 minutes in total length.

Category B: Radio Spot Production (Individual Category)

- (1) Enter one: 30 spot. Please identify your target audience.
- (2) Spots promote an agency, event or opportunity in the community (Example: the bowling alley, a blood drive or hours of operation at the housing office).

Category C: Radio Promo Production (Individual Category)

- (1) Enter one promo :60 or less in length.
- (2) Promos highlight events related to the producing agency (Example: afternoon radio show, evening newscast or a giveaway).
- (3) This category is a DA only category.

Category D: Radio News Report (Individual Category)

- (1) Entry is a news story about an event/mission and would place at or near top of newscast.

SUBJECT: 2009 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION

- (2) Story must be 1:45 or less in length.
- (3) Story lead-ins/tags must be included either on the entry form or on a separate sheet of paper.
- (4) If the lead-ins/tags are on a separate sheet, include the category, title, and name of the contributor on the entry form.
- (5) Do not include the anchor's lead-in/tag on the medium with the story.

Category E: Radio Features Report (Individual Category)

- (1) Entry is a news story about an event/mission and would place at or near top of newscast.
- (2) Story must be 5:00 minutes or less in length.
- (3) Story lead-ins/tags must be included either on the entry form or on a separate sheet of paper.
- (4) If the lead-ins/tags are on a separate sheet, include the category, title, and name of the contributor on the entry form.
- (5) Do not include the anchor's lead-in/tag on the medium with the story.

Category F: Radio Sports Report (Individual Category)

- (1) Entry is a news story related to any recreational, competitive sporting event with a military tie.
 - a) Example of what it is: a story about a soccer game, a combative competition or other similar athletic competition resulting in a team/individual winning.
 - b) Example of what it is not: a story about an athlete, a story about PT, nor is it a story about an opening ceremony at a sporting event or a story describing the process of the competition. These stories will be entered in Category D or E (depending on total length).
- (2) Story must be 1:45 or less in length.
- (3) Story lead-ins/tags must be included either on the entry form or on a separate sheet of paper.
- (4) If the lead-ins/tags are on a separate sheet, include the category, title, and name of the contributor on the entry form.
- (5) Do not include the anchor's lead-in/tag on the medium with the story.

SUBJECT: 2009 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION

Category G: Radio Newscast (Unit Category)

- (1) Telescope out any non-news elements.
- (2) Telescope out any product not provided by a military source.

Category H: Radio Information Program (Unit Category)

- (1) Entry is an information based program covering a specific theme and has a total air/run time of 5:00 or longer. Examples include Commander's Call, Leadership Forum, magazine programs, travel or 'how to programs', documentaries or features. This is not a newscast category.
- (2) If the program exceeds 10:00 in total air/run time, telescope the submission to a 10:00 representative of the program in its entirety.
- (3) Telescope out any product not provided by a military source.

Category I: Television Information Program (Unit Category)

- (1) Entry is an information based program covering a specific theme and has a total air/run time of 5:00 or longer. Examples include Commander's Call, Leadership Forum, magazine programs, travel or how to programs, documentaries or features. This is not a newscast category.
- (2) If the program exceeds 10:00 in total air/run time, telescope the submission to a 10:00 representative of the program in its entirety.
- (3) Telescope out any product not provided by a military source.

Category J: Television Spot Production (Individual Category)

- (1) Enter one :30 spot.
- (2) Spots promote an agency, event or opportunity in the community (Example: the bowling alley, a blood drive or hours of operation at the housing office).

Category K: Television Promo Production (Individual Category)

- (1) Enter one promo :60 or less in length.
- (2) Promos highlight events related to the producing agency (Example: afternoon radio show, evening newscast or a giveaway).
- (3) This category is a DA only category.

Category L: Television News Report (Individual Category)

SUBJECT: 2009 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION

- (1) Entry is a news story about an event/mission and is produced in no more than 2 working days.
- (2) Story must be 2:00 or less in length.
- (4) Story lead-ins/tags must be included either on the entry form or on a separate sheet of paper.
- (5) If the lead-ins/tags are on a separate sheet, include the category, title, and name of the contributor on the entry form. If story font information is not on the entry, include it on the lead-in/tag sheet.
- (6) Do not include the anchor's lead-in/tag on the medium with the story.

Category M: Television Feature Report (Individual Category)

- (1) Entry is a more in-depth news story and need not be produced in 2 working days or less.
- (2) Story must be between 5:00 minutes or less in length.
- (3) Story lead-ins/tags must be included either on the entry form or on a separate sheet of paper.
- (4) If the lead-ins/tags are on a separate sheet, include the category, title, and name of the contributor on the entry form. If story font information is not on the entry, include it on the lead-in/tag sheet.
- (5) Do not include the anchor's lead-in/tag on the medium with the story.

Category N: Television Sports Report (Individual Category)

- (1) Entry is a news story related to any recreational, competitive sporting event with a military tie.
 - a) Example of what it is: a story about a soccer game, a boxing smoker, a combatives competition or other similar athletic competition resulting in a team/individual winning.
 - b) Example of what it is not: a story about an athlete, a story about PT, nor is it a story about an opening ceremony at a sporting event or a story describing the process of the competition. These stories will be entered in Category L or M (depending on total length).
- (2) Story lead-ins/tags must be included either on the entry form or on a separate sheet of paper.
- (3) If the lead-ins/tags are on a separate sheet, include the category, title, and name of the contributor on the entry form. If story font information is not on the entry,

SUBJECT: 2009 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION

include it on the lead-in/tag sheet.

- (4) Do not include the anchor's lead-in/tag on the medium with the story.

Category O: Local Television Newscast (Unit Category)

- (1) Entry must be local in reach (an affiliate or installation newscast) and target that local audience.
- (2) Telescope out any product not provided by a military source.
- (3) Newscast must be two minutes or more in length.

Category P: Regional Television Newscast (Unit Category)

- (1) Entry must be regional (example: Iraq/Afghanistan) or network in scope, and appropriate for that regional audience.
- (2) Telescope out any product not provided by a military source.
- (3) Newscast must be two minutes or more in length.

Category Q: Television News Break (Individual Category)

- (1) Entry will be a standalone news or information break with a total air time between 60 and 120 seconds or less in length.
- (2) Telescope any product not provided by a military source.
- (3) Must be a self contained news/feature story or an anchored mini-newscast.

Category R: Command Information Plan (Unit)

- (1) Entry must include a completed CI Plan entry form (See Appendix B: Entry Forms). Entries that do not include a completed CI Plan entry form will not be included in judging.
- (2) Entry must consist of no more than 10 minutes of products supporting a specific local/regional Command Information request. Full-service broadcast locations must send both radio and television products; print only locations can send print/web products. All entrants are encouraged to submit audio, video, print and web products to support Command Information requests.
- (3) Entries must include a two-page documentation package consisting of a Background Paper and a Command Information Products Air/Publication history sheet. (*Contact your Regional command KLV representative.*)
 - a) The Background Paper must: identify the individual or organization requesting the Command Information plan, the plan's internal information objective(s), the

SUBJECT: 2009 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION

target audience, a summary of actions taken to meet the objectives, and a summary describing the plan results. Include information on other Command Information efforts if they were run in cooperation/coordination with the plan, such as Post/Base/ASG/BSB or PAO publicity efforts. Include the start (air/publication/post) date, and end date in the History sheet.

- b) The Broadcast/Print Products and Air/Publication History Sheet must include all broadcast/print/web elements produced (spots, news stories, features, readers, commentary, interviews, special programs, etc.) and a brief history summary. Use two pages if necessary.
- (4) Most of the Command Information Plan must have taken place during the contest year. For example, if most of a safety holiday campaign takes place in December and continues into January, it would've competed in the previous competition.
- (5) Separate products with approximately 3 seconds of black. Do not include any further slates between examples.
- (6) Each submission must include a run sheet indicating title, length and type of product (for example, spot, news, promo, etc.) for each example.
- (7) Each print product must include a history sheet outlining the title and type of product for each example (article, photo, commentary). The history sheet should detail why that particular product/medium was the best choice for distribution and the audience's likes and dislikes.

Note: *The DOD TJ competition judges only broadcast products for Command Information Plan, not print or web products. KLV judges will be given the option of recommending a non-1st place entry to submit to the TJ Awards if its broadcast products are markedly superior. Therefore, it is possible to win this category and not go forward to the DOD TJ competition. Likewise, it is possible for an entry to finish second in KLV and win at TJ.*

Category S: John T. Anderson Military Broadcast Journalist of the Year

Master Sgt. John T. Anderson was captured while he was the NCOIC of an AFRTS station at Hue, Vietnam. He was held prisoner of war from February 1968 to March 1973. He retired in August of that year with 26 years active-duty service. Master Sgt. Anderson died April 1, 1988.

This one-time award recognizes the CMF 46 Soldier whose products represent the highest standards of military broadcasting.

- (1) Entries submitted in this category must have been produced and aired during the contest year. The play date is the first date the product aired.
- (2) Each entry must include:
 - a) A nomination letter from the commander/supervisor verifying that the Soldier meets all height, weight and body fat allowances as regulated in AR 600-9, is not barred or flagged from any favorable actions and represents the total

SUBJECT: 2009 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION

Soldier concept exemplifying the Army Core Values. The letter should focus on outstanding Soldier achievements (Examples include: Soldier of the Quarter; superior APFT score; expert rifle qualification; and, community involvement) and should also outline how the Soldier has impacted the overall unit mission (Examples include: won product of the month competition; did both print and broadcast stories to help unit through time when the print journalist was on leave; wrote, anchored and produced the TV newscast allowing other members of the unit to take care of other missions).

- b) A one-page biographical sketch written in third person starting with current duty position and accomplishments.
 - c) An official digital photo, head and waist-up (JPG format). Entrant must wear Class A uniform unless deployed in which case duty uniform is acceptable.
- (3) Entrants should submit both radio and television products (if assigned to a full-service unit) that best represent their writing skills, voicing ability, videography and editing skills, as well as their ability to host and produce programs.
 - (4) Total entry run time will not exceed 10:00 and must include :03 of silence between examples. Do not include any further slates between examples. Include all audio and video products to be judged on the same tape. All scripts, leads and tags used in production and airing the entry must be included in the submission packet.
 - (5) Each entry must include a run sheet indicating the nominee's name, contribution to the segment (e.g. writer, producer, reporter, etc.), run time, first play date and location played (See Entry Form in Appendix B). Run sheet should be enclosed with the entry form.
 - (6) Soldiers who don't meet Army standards or are flagged at any time during the awards process, up to the presentation date, will not be eligible to receive the award. All nominees must be working for or serving in the active-duty Army, Army Reserve or National Guard up to the award presentation date.

Category T: Civilian Broadcast Journalist of the Year

This one-time award recognizes the Army civilian broadcaster (GS-12/YA02 and below) whose products represent the highest standards of military broadcast journalism.

Entry requirements are the same as those stated in Category R; nominees must be in business attire entry photo.

Category U: "Rising Star" award for Outstanding New Broadcaster

This one-time award recognizes Soldiers with limited experience whose work shows great talent and promise. The category is only open to enlisted Soldiers, Staff Sergeant and below, with 24 months or less in the 46 Career Management Field.

Entry requirements are the same as those stated in Category R.

SUBJECT: 2009 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION**Category V: Television Graphics**

- (1) Entry must include three examples, of original graphic work produced for a promotional product, spot, newscast, station identification, or other production.

Note: *This category ends at DA level.*

- (2) Each video graphic will be up to 30 seconds run time.
- (3) Entries must be submitted as follows:
 - a) Ten second slate: Title of graphic; Title of product graphic was used in; Air date.
 - b) Three seconds of black.
 - c) Ten seconds of the first graphic alone (as a still).
 - d) Three seconds of black.
 - e) The first graphic as used on air (with audio and animation).
 - f) Three seconds of black.
 - g) For second and third graphic repeat steps a – d.

Category W: Deployed Television News Report (Individual category)

Note: *This category ends at DA level.*

1. Entry is a news story about an event/mission and is produced in no more than one day.
2. Story must be 2:00 or less in length.
3. Package is submitted by Soldier in a deployed environment, thus was produced under austere conditions using laptop video acquisition kit, and covers unit or Soldiers aiding the overall mission in that environment.
4. Story lead-ins/tags must be included either on the entry form or on a separate sheet of paper.
5. If the lead-ins/tags are on a separate sheet, include the category, title and name of the contributor on the entry form. If story font information is not on the entry, include it on the lead-in/tag sheet.
6. Do not include the anchor's lead-in/tag on the medium with the story.

Category X: Deployed Television Feature Report (Individual category)

Note: *This category ends at DA level.*

1. Entry is a more in-depth news story and need not be produced in one day.

SUBJECT: 2009 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION

2. Story must be 2:01 to 5:00 in length.
3. Package is submitted by Soldier in a deployed environment, thus was produced under austere conditions using laptop video acquisition kit, and covers unit or Soldiers aiding the overall mission in that environment.
4. Story lead-ins/tags must be included either on the entry form or on a separate sheet of paper.
5. If the lead-ins/tags are on a separate sheet, include the category, title and name of the contributor on the entry form. If story font information is not on the entry, include it on the lead-in/tag sheet.
6. Do not include the anchor's lead-in/tag on the medium with the story.

Category Y: Deployed B-Roll Package (Individual category)

Note: *This category ends at DA level.*

1. Entry is a B-Roll package, with proposed script, on an event/mission and is produced in no more than five hours.
2. B-Roll Package will not be a stripped down story package with narration removed, but a completely separate piece produced specifically for the intent of sending to outside sources so they can produce their own story package.
3. Package must be at least 2:00, but not to exceed 4:00 in length, with individual video clips between :05-:07 in length. Clips are well composed, steady and compelling (Environmental considerations will be taken into account when considering footage).
4. Package must have been submitted to DVIDS or internal/external news organizations with the intent of those sources using the package to make their own story. Submissions not including a DVIDS video ID number will be disqualified.
5. Package is submitted by Soldier in a deployed environment, thus was produced in an austere environment using laptop video acquisition kit, and covers unit or Soldiers aiding the overall mission in that environment.
6. Package is well sequenced with video at the beginning and relevant sound-bites at the end. Sound-bites will not exceed: 30 in length, edited to compliment the video; no more than three sound-bites will be used.
7. Package information is on the entry form or a separate sheet of paper (i.e. what the mission was, where it took place, why it was important to the overall theater mission).

SUBJECT: 2009 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION**ENTRY FORM****TYPE OF AWARD:** (Circle One)

UNIT

INDIVIDUAL

CATEGORY: _____ **CATEGORY TITLE:** _____**Regional command POC, E-mail, Comm./DSN Telephone, and Signature**_____
_____**ENTRY TITLE:** _____**UNIT POC:** Rank, Name, Branch of Service, Position Title (Public Affairs Officer, Editor, Station Manager), E-Mail Address, Phone Number_____

_____**SUBMITTING UNIT:** Unit Name and Mailing Address, E-mail address, DSN & Commercial Phone & Fax #'s_____

Provide the following information as it should appear on the plaque or award certificate. All individuals must be identified by Rank, Name, and Branch of Service (Example, USA, USAR, ARNG, USN, USAF, DAC, LN). Additionally, provide gender of contributor.

PLAQUE SHOULD BE ISSUED TO:**SIGNIFICANT CONTRIBUTORS****M/F**_____
(Name of Primary Contributor)_____
(Unit/Duty Section)_____
PAO's signature_____
Supervisor's signature

I certify this is the work of the submitting individual or unit. Also, all Soldiers recognized for individual achievements meet height and weight standards in accordance with AR 600-9, are not flagged, and embody the total Soldier concept and Army Core Values.

SUBJECT: 2009 MG KEITH L. WARE PUBLIC AFFAIRS COMPETITION**Appendix B: Army Service Commands, Army Component Commands and Direct Reporting Units**

Below is a list of commands that are eligible to host a command-level competition and forward products to the 2009 Department of the Army MG Keith L. Ware Public Affairs Competition.

- a) Forces Command (FORSCOM)
- b) Army Materiel Command (AMC)
- c) Defense Media Agency –Army (DMA-A) (Individual categories ONLY)
- d) USAREUR (7th Army)
- e) EUSA (8th Army)
- f) U.S. Army Special Operations Command (USASOC)
- g) Space and Missile Defense Command (SMDC)
- h) Medical Command (MEDCOM)
- i) Intelligence and Security Command (INSCOM)
- j) Corps of Engineers (USACE)
- k) Military District of Washington (MDW)
- l) Army Test and Evaluation Command (ATEC)
- m) U.S. Military Academy at West Point (USMA)
- n) U.S. Army Reserve Command (USARC)
- o) IMCOM HQ
- p) U.S. Environmental Center
- q) National Guard Bureau
- r) U.S. Recruiting Command
- s) Cadet Command
- t) Army Central Command
- u) US Army Pacific